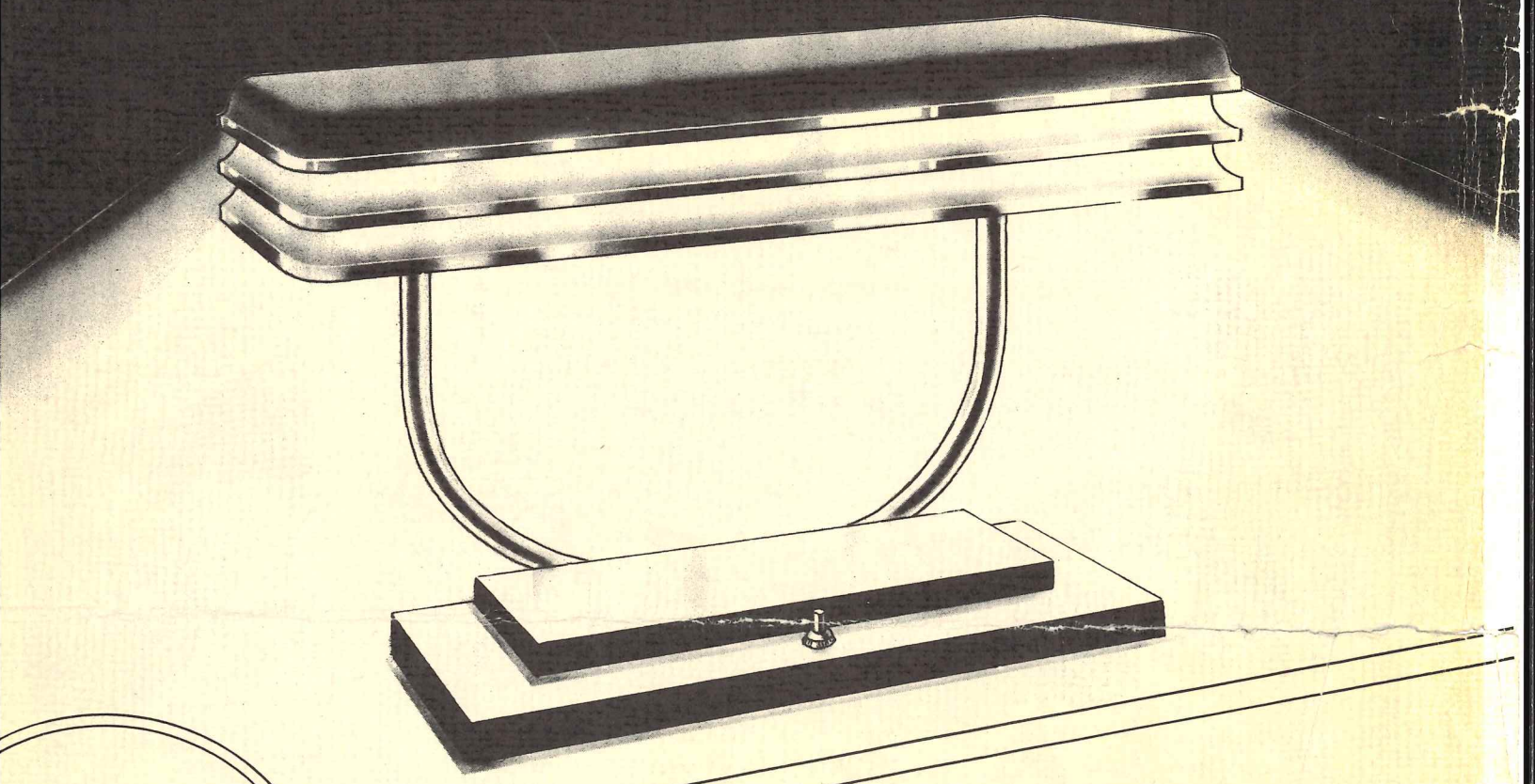
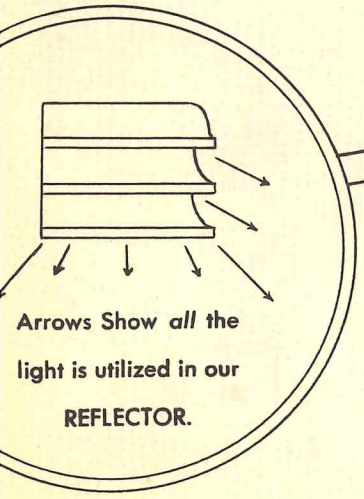
48/20.3

LUVOR* LIGHTING

in desk lamps





Arrows Show *all* the light is utilized in our REFLECTOR.

* *luvor lighting* is a special term used for the complete and efficient type of lighting obtained from using our newly developed louvre reflector. It is designed to utilize *all* the light and to increase the radius of lighting efficiency.

luvor lighting in fl

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luvor lighting PLU
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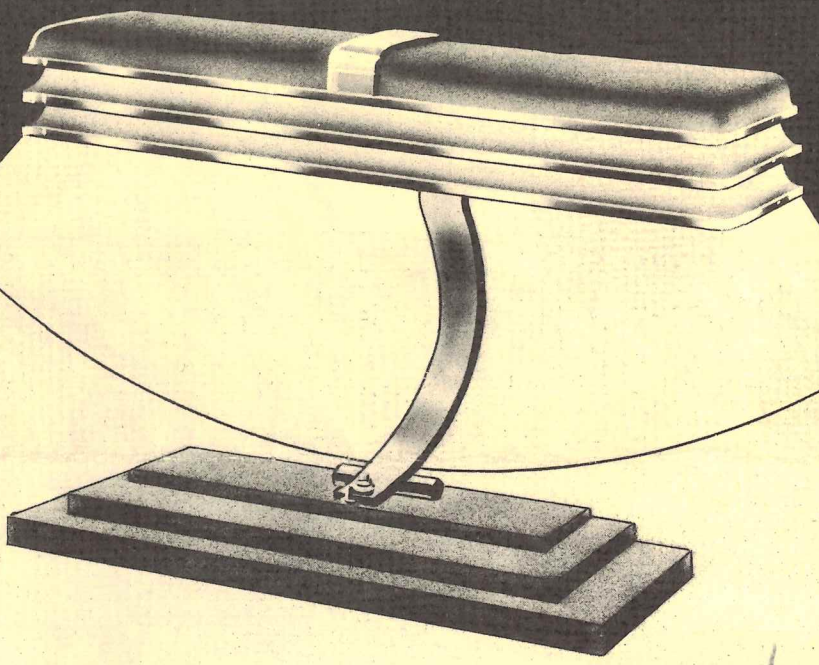


FLUORESCENT DESK LAMP • No. 9040

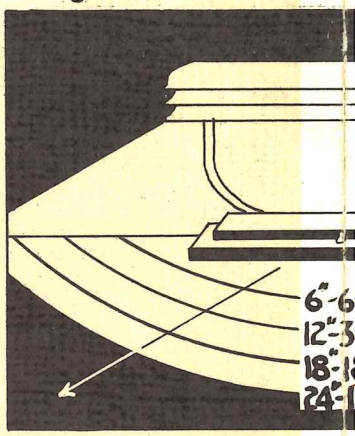
FINISH • 2-tone Bronze Wrinkle Enamel

List **$8.85**

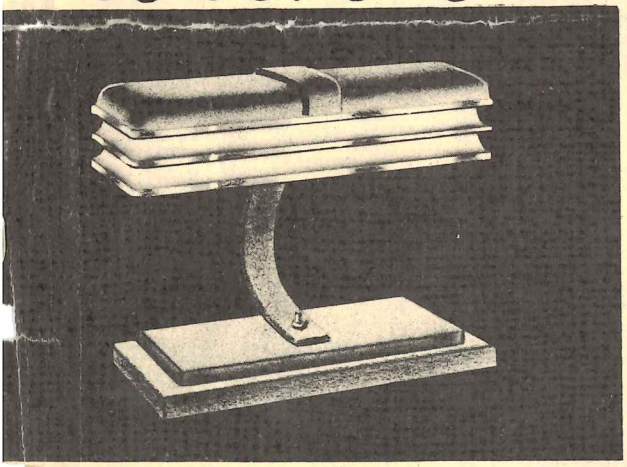
Chrome and Statuary Wrinkle Enamel

List **$9.75**

DIMENSIONS • 14½" high by 19¼" long



-with our desk lamps



DESK LAMP • No. 9000

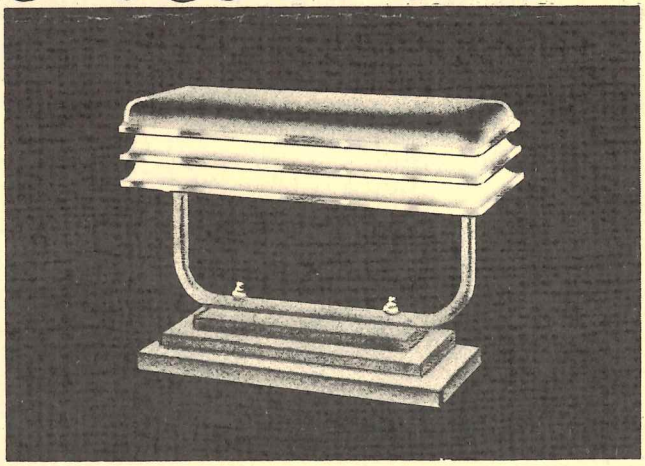
FINISH • Statuary Wrinkle Enamel

List **$3.65**

Chrome and Statuary Wrinkle Enamel

List **$4.15**

DIMENSIONS • 10⅜" high by 12" long



DESK LAMP • No. 9030

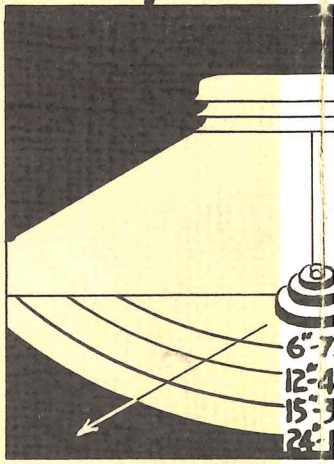
FINISH • 2-tone Mauve Wrinkle Enamel

List **$3.25**

Chrome and Mauve Wrinkle Enamel

List **$3.75**

DIMENSIONS • 10" high by 12" long



*The number of foo
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desk lamp using a s
is shown in the abo*

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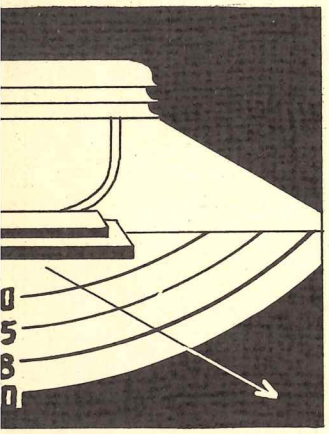
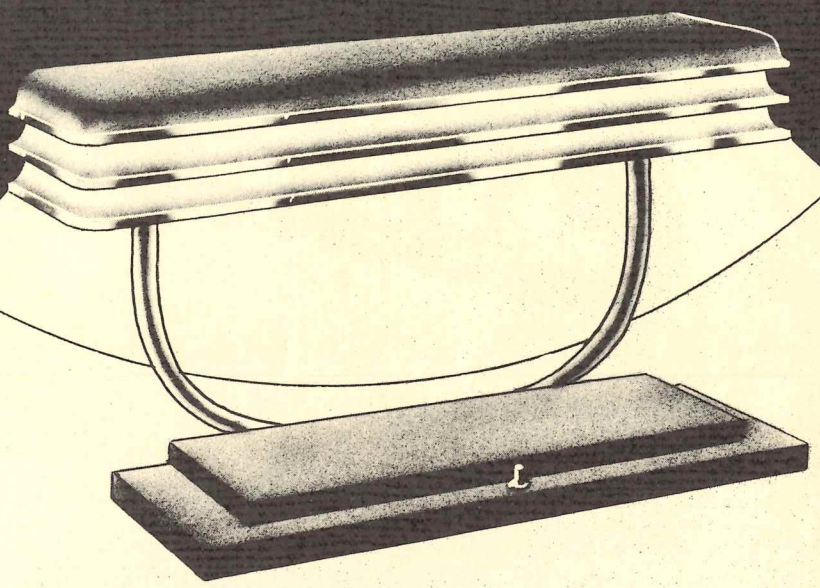
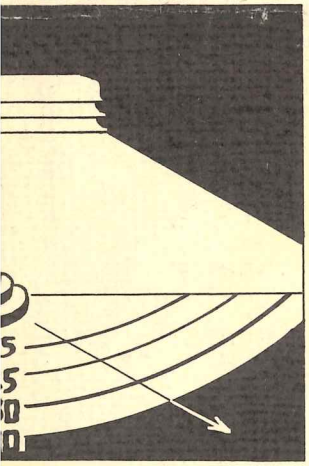


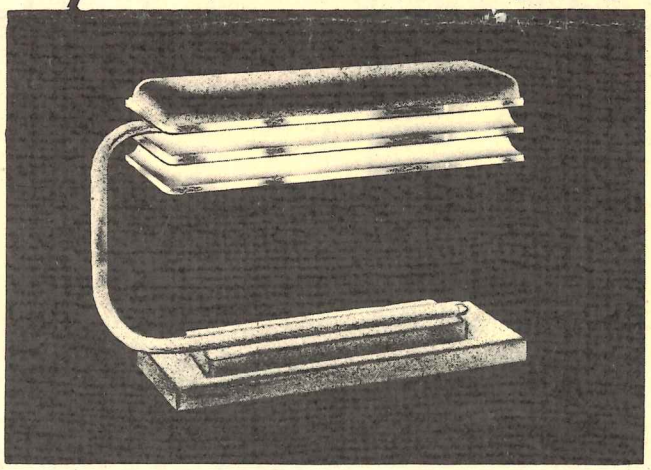


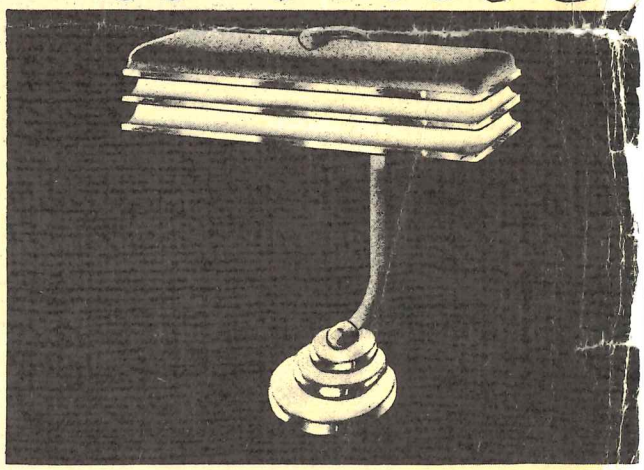
FLUORESCENT DESK LAMP • **No. 9050**
FINISH • 2-tone Bronze Wrinkle Enamel
List **$8.65**
Bronze Wrinkle Enamel and Chrome
List **$9.55**
DIMENSIONS • 10⅝" high by 19¼" long

Diagram to the left shows the number of foot-candles of light per unit of space generated by our fluorescent desk lamp.

using standard bulbs







t-candles of light generated by our andard light bulb e diagram.

DESK LAMP • **No. 9020**
FINISH • 2-tone Taupe Wrinkle Enamel
List **$3.25**
Chrome and Statuary Wrinkle Enamel
List **$3.75**
DIMENSIONS • 11" high by 14⅛" long

DESK LAMP • **No. 9010**
FINISH • Chrome and Taupe Wrinkle Enamel
List **$3.95**
DIMENSIONS • 13¼" high by 12" long

A-1

PATENT OFFICE
FEB 5 1940
Design Division

SALES

THINK OF THE INCREASED SALES RESULTING WHEN *SUPERIOR STYLE, QUALITY,* AND *EFFICIENT LIGHTING* ARE COMBINED IN A LOW-COST DESK LAMP. WRITE FOR DEALERS' QUANTITY DISCOUNTS AND SPECIAL GROUP PRICES.

don't delay write today!

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